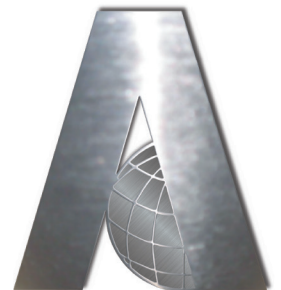


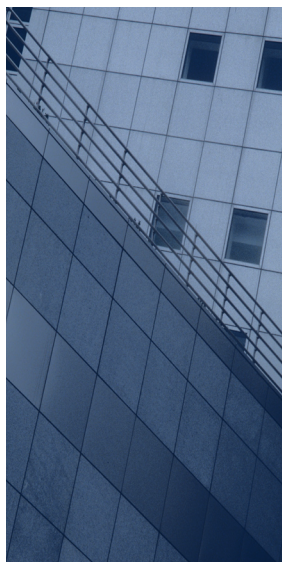
Analytical/FMI
Homebuilders Sales and Design Center Compensation Survey
Information, pricing and 2007 survey excerpts



ANALYTICAL / FMI

Analytical/FMI Homebuilders Sales & Design Center Compensation Survey

Information, pricing and 2007 survey excerpts



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Information, pricing and 2007 survey excerpts

The Homebuilders Sales & Design Center Compensation Survey is conducted annually to provide compensation for sales & design center positions. The survey primarily focuses on pay and related data for five sales and five design center positions. A separate survey is conducted due to the unique forms of compensation paid to the sales and design center positions. For single incumbent positions, data include: annual base pay; bonus; commissions; the value of trips & prizes; other compensation; 2006 revenue; and residential units sold. For multiple incumbent positions, data include: the number of incumbents, average annual base pay, commissions; the value of trips & prizes; other compensation; total cash compensation, and 2006 W-2 earnings. Data are reported both nationally and by region. The report includes an other compensation section with commissions, draws, management overrides and host/hostess information.

Price for 2008 Survey:	\$850.00*
Data Due to Analytical/FMI by:	June 30, 2008
Publish Date:	August 15, 2008

This survey covers the following jobs:

- Sales Manager
- Assistant Sales Manager
- Senior Sales Representative/Associate
- Sales Representative/Associate
- Host/Hostess
- Design Center Manager
- Operations Manager
- Asst. Design Center Manager
- Design Associate (Exempt)
- Design Consultant (Non-exempt)

**As with all Analytical / FMI surveys, a non-participating company can purchase a copy of the report if the firm agrees to participate in the following year's survey.*

2007 SALES & DESIGN CENTER COMPENSATION SURVEY

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SECTION 2 INTRODUCTION AND METHODOLOGY

SECTION 3 SALES POSITIONS

SECTION 4 DESIGN CENTER POSITIONS

SECTION 5 OTHER COMPENSATION

2007 SALES & DESIGN CENTER COMPENSATION SURVEY

SECTION 1. SURVEY PARTICIPANTS

Ashton Woods Homes

Orleans Homebuilders

Hovnanian Enterprises, Inc.

Pulte Corporation

KB Home

Standard Pacific Homes

MDC Holdings

The Ryland Group

M/I Homes

Weyerhaeuser Real Estate Co

Morrison Homes

2007 SALES AND DESIGN CENTER COMPENSATION SURVEY

POSITION SUMMARY TABLE

Position Number:	1
Position Title:	Sales Manager
Breakdown:	All
# Cos:	11
# Incbs:	238

Compensation Data Results										
	Your Data	%ile Rank With Your Data Included	Results with your data factored out							
			10th Percentile	25th Percentile	Median	Your Co % to Market	Mean	Your Co % to Market	75th Percentile	90th Percentile
Base Salary (000)	N/A	N/A	53.7	70.0	78.0	N/A	81.2	N/A	92.5	113.3
Bonus (000)	N/A	N/A	10.0	20.8	37.4	N/A	48.5	N/A	63.6	102.4
SubTotal (000)	N/A	N/A	56.7	75.3	110.3	N/A	114.4	N/A	134.8	177.7
Commissions (000)	N/A	N/A	20.7	41.3	76.0	N/A	97.8	N/A	138.8	187.9
Trips & Prizes (000)	N/A	N/A	0.3	0.5	0.8	N/A	1.3	N/A	1.6	2.8
Other (000)	N/A	N/A	3.0	4.2	4.8	N/A	7.6	N/A	7.2	13.6
Total (000)	N/A	N/A	73.2	93.5	144.4	N/A	155.4	N/A	191.9	264.3
2006 Sales (Mill)	N/A	N/A	73.9	114.8	214.0	N/A	267.7	N/A	337.9	504.8
2006 Residential Units Sold	N/A	N/A	213	433	535	N/A	726	N/A	1,012	1,214

Position Description	COPYRIGHT © Analytical / FMI
<p>SALES MANAGER: Responsible for direct staffing and training. Has direct responsibility over sales activity and sales volume. Provides input in plans for marketing and advertising. Prepares periodic sales reports. Reports to business unit Sales Head or Business Head.</p>	

Sales and Design Center Multiple Incumbent Positions Compensation Survey - 2007

Design Associate (Exempt) - All Regions

	Number of Incumbents	Average Base Salary	Average Comm	Average Other	Average Trips, Etc.	Average Total Cash	Average W-2
No Match							
Others Surveyed	121	37.8	71.0	12.9		88.3	78.0
Total Incumbents	121						
Your Company as a % of Survey	N/A	N/A	N/A	N/A		N/A	N/A
10th Percentile		25.1	13.1			33.9	
25th Percentile		30.0	31.0			54.0	
50th Percentile		32.5	57.7			76.5	
75th Percentile		39.3	82.8			100.3	
90th Percentile		50.7	140.9			136.9	

Position Description

Meets with buyers and assists them with selecting standard and upgrade options for their homes. Provides guidance on decorating and offers unique alternatives and custom solutions to satisfy the buyer. Determines feasibility and costs associated with non-standard options. This is a licensed decorator and an exempt position.

Sales and Design Center Multiple Incumbent Positions Compensation Survey - 2007

Company Rankings

Number of Incumbents	Average Base	Average Comm	Average Other	Average Trip, Etc.	Average Total Cash	Average W-2
21	42.0	103.9	4.8		116.1	
2	50.7	49.5			100.1	
4	31.1	64.7	4.3		99.0	96.9
37	37.5	73.7	33.5		93.0	88.1
45	35.2	63.2	4.5		85.8	85.8
12	30.1		17.3		35.9	41.2

2007 SALES AND DESIGN CENTER COMPENSATION SURVEY

SECTION 5 OTHER COMPENSATION

COMMISSION SUMMARY

Host/Hostess		\$250
Host/Hostess		\$50 per home
Host/Hostess		Flat dollar amount
Design Center Manager		8.50%
Design Center Manager		1.0%
Design Center Manager		1.0%
Assistant Design Center Manager		3.50%
Design Associate (Exempt)		3.50%
Design Associate (Exempt)		2.0%
Design Consultant (Non-exempt)		1 to 2%
Design Consultant (Non-exempt)		3.50%
Design Consultant (Non-exempt)		1.5-2.0%
Design Consultant (Non-exempt)		.75%
Design Consultant (Non-exempt)		\$35-\$150 per home based on design
Design Consultant (Non-exempt)		% vary by division
Design Consultant (Non-exempt)		1.0%

Some companies provided data for multiple locations.

2007 SALES AND DESIGN CENTER COMPENSATION SURVEY

DRAWS

Function	New Hires	Start up	Other	Explanation of Other	Amount	Duration	Repayment Required	Repayment Comments
Sales Manager	Yes 1	Yes 1	Yes 0		Varies	Varies	Yes 0	Draws are received bi-weekly and are subtracted from commissions. Thus commissions represent commissions earned less draws paid.
	No 7	No 7	No 8				No 8	
Assistant Sales Manager	Yes 0	Yes 0	Yes 0				Yes 0	
	No 4	No 4	No 4				No 4	
Senior Sales Representative	Yes 13	Yes 7	Yes 2	Up to sales rep	Varies	2-3 months	Yes 10	Draw against commission - draw every pay check.
	No 1	No 7	No 12	Late/slow closings.	\$923.08-\$2,307.70	90 days	No 4	
				Discretionary.	\$3,000-\$8,000	Each pay.		Draw based on sales rep need- draw varies from \$1500 - \$3000 per 2 weeks.
				May request if new whether to take draw	\$3,000	Ongoing.		
				Up to 3 month forgivable draw	Varies.	Until closings occur.		Draw is very restricted to the number of months it is granted and the amounts.
				Up to sales rep	\$3,333	Varies.		
				\$1,500			Monthly training salary	
				\$1000			Up to sales rep how much draw they want.	
					Varies			

Some companies provided data for multiple locations.